

# Multigenerational Recruiting

Employment Brands and Diversity



# Introductions

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  - Writer / Editor
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  - Consultant



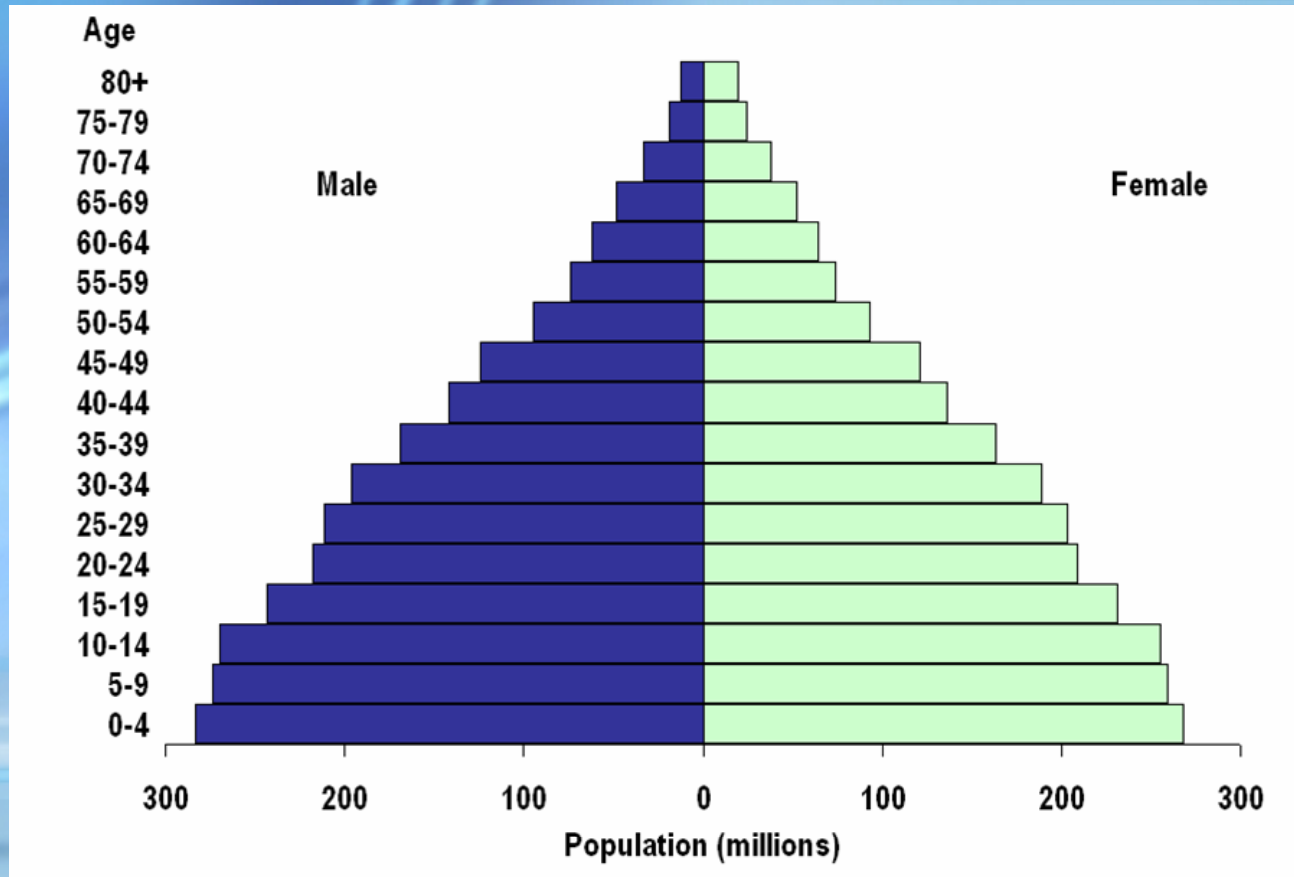
# Agenda

- Lively Conversation on Demographic Change
- Deliver Meaty Demographic Detail
- Define Problem
- Offer Solutions

# Generations Defined

Silent	1927 -1945 50 Million	<ul style="list-style-type: none"><li>• 95% retired,</li><li>• struggle with new technologies</li></ul>
Boomer	1946 – 1964 76 Million	<ul style="list-style-type: none"><li>• entrepreneurial, competitive,</li><li>• many never worked for big co's</li><li>• pushed divorce rate to 50%,</li><li>• grew up with tv's</li></ul>
Gen X	1965 – 1980 50 Million	<ul style="list-style-type: none"><li>• entrepreneurial,</li><li>• technologically comfortable</li></ul>
Gen WHY	1981 – 1995 57 Million	<ul style="list-style-type: none"><li>• 1/3 consider selves non-white,</li><li>• largest consumer group in US history,</li><li>• technologically savvy,</li></ul>
My Pod	1996 - 2010 52 Million	<ul style="list-style-type: none"><li>• internet is natural,</li><li>• as likely to socialize online as off,</li><li>• multitasking, fast paced,</li><li>• most networked generation</li></ul>

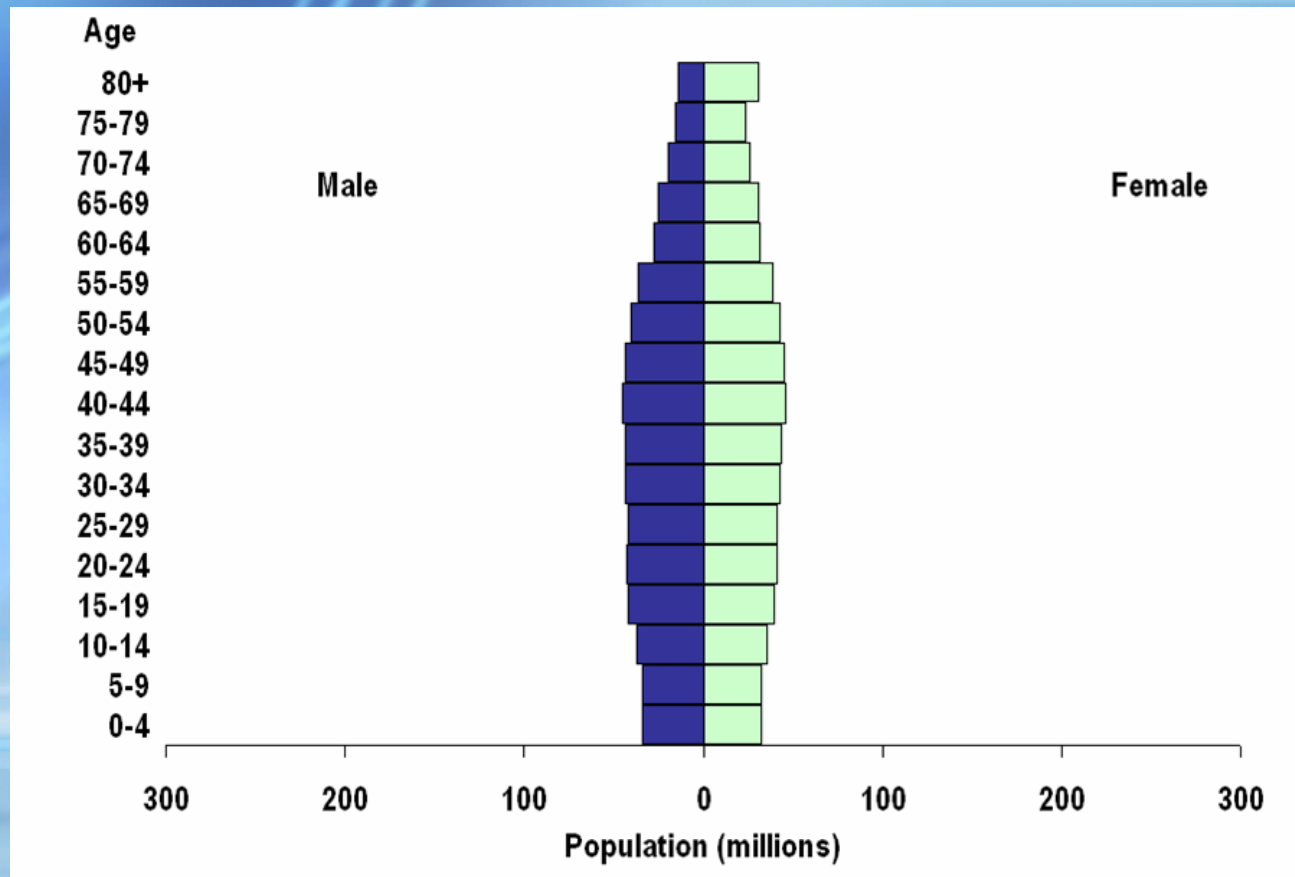
# Retirement Retired: Developing



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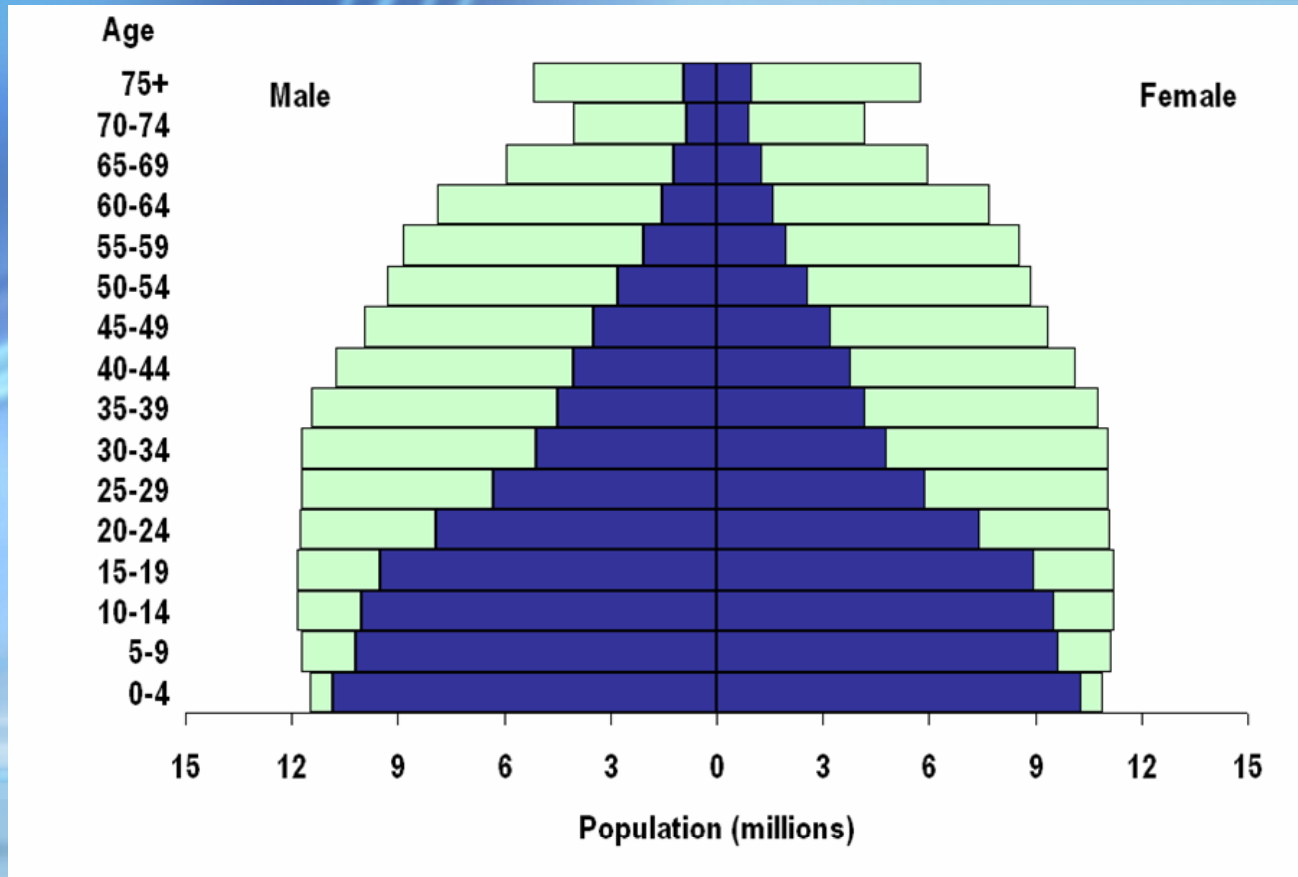
# Retirement Retired: Developed



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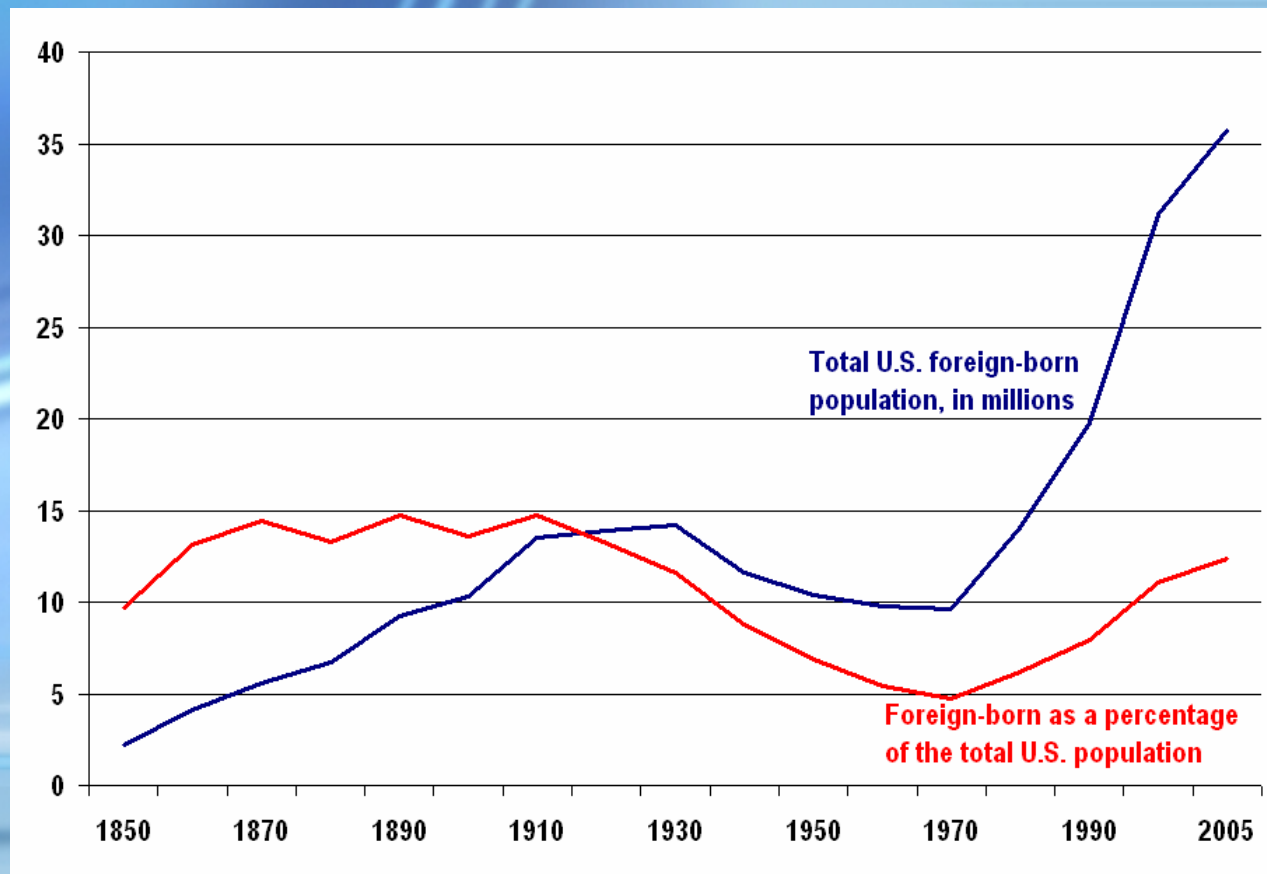


# Retirement Retired: Pakistan



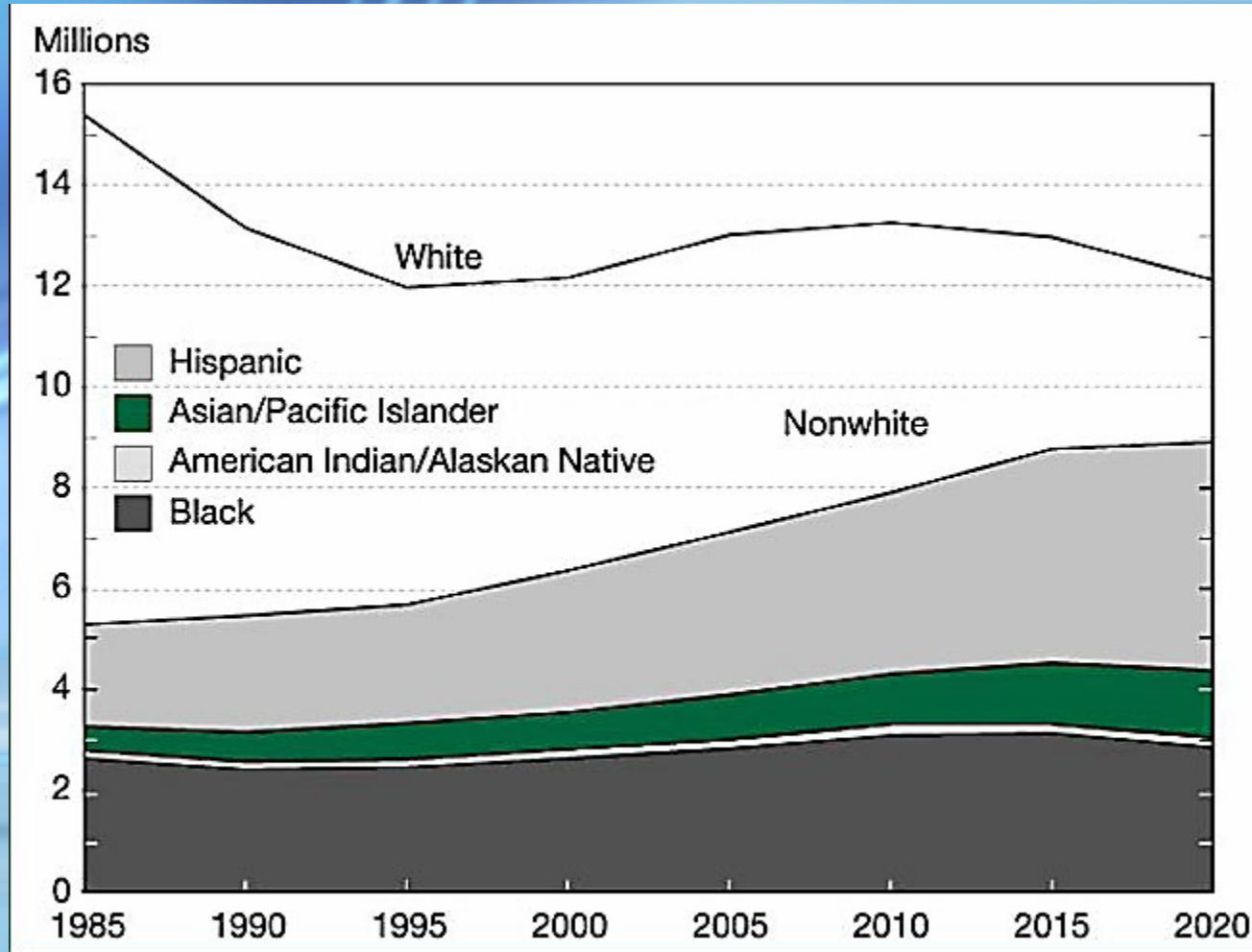
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# Perception: Immigration





# Ethnic Distributions in 20 – 24 Year Olds



# DoD Death of Diversity

- No Longer a Theory
- Requires Practical Tolerance
- Not Acceptance, Reliance
- Harness What You Already Have

# Stereotypes

	<b>Bridget</b>	<b>John</b>
<b>Silent</b>	Too old to be working	Dad and Other Mentors
<b>Boomer</b>	Have their minds made up, hard working, old hippies	Flexible Leaders With Lots of Wisdom
<b>Gen X</b>	Political gone yuppie	Who?
<b>Gen Y</b>	Social change oriented, tech savvy, need more money to maintain lifestyle raised in	Romantic Liberals with Piercings and Tattoos
<b>Pod</b>	Multitasking communicators all the time	How do they Do All That? Over-gameboyed.

# Problem Definition

- We Want What We've Experienced
- Reality and Stereotypes at Odds
- Real Ethnic Compositions = Bias
- Making an Age Friendly Workplace
- Utilizing the Resources You Have
- Harnessing Rather Than Screening

# Solutions

- Mentorship / Reverse Mentorship
- Collaborative Communication (Wikki Style)
- Branding and Meaning It
- Age – Color – Gender – Choice – Physicality

# 10 Things To Do

1. Transparency, Transparency, Transparency
2. Quantify and Test Your Assumptions
3. Lead With Like Gets Like (Demographic Recruiting)
4. Encourage Collaborative Communications (Wikki)
5. Embrace Negative Publicity
6. Create Dynamic Employee Feedback Loops
7. Define Workforce Requirements, Flexible Solutions
8. Practice Small Group Community Development (Meals)
9. Tune Employment Brand To Desired Workforce
10. Teach The Problem. Use The Data. Encourage Dialog.

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